

# AMERICAN ARTISAN and Hardware Record

Vol. 88. No. 14. 620 SOUTH MICHIGAN AVENUE, CHICAGO, OCTOBER 4, 1924. \$2.00 Per Year



Above:  
Main Factories and  
General Offices  
at Milwaukee



Kansas City Branch



La Crosse Branch

## Organized for Unequalled Speed in Service

WITH our huge Main Plant at Milwaukee and our Branch Plants at Kansas City and La Crosse, all carrying complete stocks, we are substantially organized and well equipped to insure speedy service.

No matter how small, or how large your orders may be, you will find Milcor Service unequalled.

Uniform quality combined with speedy service has brought an ever-increasing patronage to the Milcor Line. And it has always been our aim to keep our production facilities well ahead of the demand, so as to justify the confidence you place in our ability to serve you.

**Depend on Milcor Service. It is speedy and reliable.**

**MILWAUKEE CORRUGATING COMPANY, Main Works & General Offices: Milwaukee, Wisconsin**

Branch Plants & Warehouses: KANSAS CITY, MO. — LA CROSSE, WIS.

Branch Sales Offices:—KANSAS CITY, MO., Southwest Blvd. & "B" St.  
CHICAGO, ILL., 11 So. LaSalle Street

MINNEAPOLIS, MINN., 929 Lumber Exchange Bldg.  
LITTLE ROCK, ARK., 120 West Markham St.

BOSTON, MASS., 80 Boylston St.  
LA CROSSE, WIS., 2150 South Ave.



# YOU are being featured in our advertisements



EVERY woman is on trial, when she entertains, before the most exacting of juries—her guests. And in no particular is she more critically judged than by the food she serves.

The hostess who is fortunate enough to have a Richardson "Perfect" Combination Enamel Range need have no fears in this respect. For it is easy to be a good cook with a range that gives such evenly distributed heat whether for cooking, roasting, baking or broiling; whether coal or gas is used, both fuels at the same time.

And for that year-round jury—the family itself—this range means three well-cooked meals every day. For the housewife it means less work, so easy is it to clean this bright enamel range with a damp cloth.

Your heating contractor or hardware dealer will recommend the "Perfect" range best suited to your needs. Or write us direct for booklet.

## Richardson "Perfect" Combination Enamel Range

RICHARDSON & BOYNTON COMPANY

New York, 260 Fifth Ave.  
Detroit, 4472 Cass Ave.  
Buffalo, Jackson Bldg.  
Chicago, 3639 3645 S. Ashland Ave.

Manufacturers of  
"Richardson" "Perfect"  
Heating and Cooking Apparatus  
Since 1837

Boston, 63 High St.  
Philadelphia, 1308 Arch St.  
Providence, 58 Exchange St.  
Rochester, Rockwood St.  
Newark, 593 S. 21st St.  
(Irvington) Dover, N. J.

*This means you*



the woman who owns a Richardson "Perfect" Enamel Range, not only makes the most attractive rooms in the house. Visitors are ushered to the kitchen to see that spotlessly bright enamel range giving its continuous day-in-and-day-out demonstration of cooking efficiency.

Every modern convenience. Underneath the range, a large, open, hot water. Triangular Ventilated Grate Bar—45% air space—a distinctive Richardson feature. Beautiful gray enamel. Range is easily cleaned in.

## Richardson "Perfect" Enamel Ranges

RICHARDSON & BOYNTON CO.  
Manufacturers of  
"Richardson" "Perfect"  
Heating and Cooking Apparatus  
Since 1837

In all our advertising in consumer publication **You** have a prominent place. We not only tell the readers of "Good Housekeeping," "Woman's Home Companion," "House & Garden" and "Literary Digest" why they should buy a Richardson "Perfect" Range—but also tell them **where** to buy it—at your store.

We have prepared a series of very attractive booklets which give an accurate description and full information about the complete line of Richardson "Perfect" Ranges. Write us for a supply of these booklets—send them out to your customers and prospects in your community.



## RICHARDSON & BOYNTON COMPANY

NEW YORK, 260 Fifth Ave.  
DETROIT, 4472 Cass Ave.  
BUFFALO, Jackson Bldg.  
CHICAGO, 3639 to 3645 S. Ashland Ave.

Manufacturers of  
"Richardson" "Perfect"  
Heating and Cooking Apparatus  
Since 1837

BOSTON, 63 High Street  
PHILADELPHIA, 1308 Arch St.  
PROVIDENCE, 58 Exchange St.  
ROCHESTER, Rockwood St.  
NEWARK, 593 S. 21st Street.  
(Irvington) DOVER, N. J.

# Richardson "Perfect" Enamel Ranges

Founded 1880 by Daniel Stern

Published to Serve  
the  
Warm Air Furnace  
Sheet Metal, Stove  
and  
Hardware Interests

# AMERICAN ARTISAN and Hardware Record

Address all communications  
and remittances to  
AMERICAN ARTISAN  
AND  
HARDWARE RECORD  
620 South Michigan Avenue  
CHICAGO, ILLINOIS

PUBLISHED EVERY SATURDAY BY THE ESTATE OF DANIEL STERN

Eastern Representatives: C. C. Blodgett and W. C. White 1478 Broadway New York City

Yearly Subscription Price: United States \$2.00; Canada \$3.00; Foreign \$4.00

Entered as Second-Class Matter June 25, 1885, at the Post Office at Chicago, Illinois, under Act of March 3rd, 1879

Copyright, 1924, by the Estate of Daniel Stern

Vol. 88. No. 14.

CHICAGO, OCTOBER 4, 1924.

\$2.00 Per Year

## Table of Contents

	Page		Page
Editorial .....	15	Window Display .....	28
And There Arose in Egypt a New King Which Knew Not Joseph .....	15	Carving Sets, Roasting Pans and Electrical Appliances Combined to Make Thanksgiv- ing Day Display .....	28
Random Notes and Sketches, by Sidney Arnold .....	16	Year's Advancement in Development of Win- dow Display Art to Be Reviewed .....	29
Heating and Ventilating Department.....	17 to 21	John Paul Jones Learns That Healthy Com- petition Is the Spice of Business.....	30
Papa's Heat Regulator Went Out of Com- mission When Kittie Fell Asleep.....	17	Are You Using a Lighting System in Your Window to Draw Attention?.....	31
A. J. Allen Says Public Must Be Taught Necessity of Adequate Air Supply.....	18	Coming Conventions .....	32
Harry Phelps Sold Fourteen Parlor Furnaces in August in a Nebraska Town of 1,650.....	19	Retail Hardware Doings .....	32
Sheet Metal Department.....	22 to 27	Stove and Range Sales.....	33 and 34
Nickel Zinc Can Be Profitably Used in Mak- ing Dirt-Proof Kitchen Sinks.....	22	Fall Stove Sales Should Be Greatest Because Sales Resistance Is at Its Lowest.....	33
Harris Discusses Viewpoint of Architects as to Material Made of Sheet Metal (Con- tinued from Last Week).....	23	Regent Stove Company Prepares to Rebuild Structure Recently Razed by Conflagra- tion .....	33
Here Is a Letter That Might Well Be Read Twice by Every Sheet Metal Contractor...	26	Advertisement Criticism .....	35
Intelligent Thought Produces Action and Ful- fills Human Desire .....	26	Your Advertisement Should Be Made a Plate Glass of Sincerity Through Which Is Seen Your Goods .....	35
Notes and Queries.....	27	Markets .....	36
Hardware Department .....	28 to 32	Hardware and Metal Prices.....	38, 40, 42 and 44

### SOLICITING INQUIRIES

**R**EADERS of AMERICAN ARTISAN AND HARDWARE RECORD are constantly writing to us asking for information on thousands of puzzling problems confronting them in their daily work. Many of these inquiries are published in our reading columns. Many more are not because of a lack of space. However, they are all answered by letter when not published and with the greatest despatch.

In addition to the many inquiries received by mail in our office every day, few subscribers come to Chicago without giving us a call by telephone from their hotel or paying a visit to the office in person.

We especially invite personal visits, as in this way we get into closer personal touch with our subscribers and their problems and are thus better able to help them when sticky problems confront them.

When writing remember that the more you give us of the details of your problem the easier it is for us to help you.

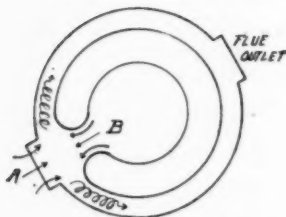
This Service Department is maintained for the especial use of the subscribers, and no charge whatsoever is made for it.

ALPHABETICAL INDEX AND CLASSIFIED LIST OF ADVERTISERS, Pages 44-46-48.





INTERNATIONAL Baronet cased complete, showing attachment extending thru casing.



Showing head-on collision of fresh oxygen and gases which are thoroly mixed. This breaks up the smoke particles causing them to burn in radiator.



View of castings only showing how attachment is placed in radiator.

## Why Stock "Special" Furnaces for Soft Coal?

THERE is no need for you to carry a special line of furnaces in order to meet the demand for a heater that will successfully burn soft coal.

You want this business but you do not have to tie up extra money in stocks or procure additional storage if you handle the **INTERNATIONAL** Line.

By simply ordering the **INTERNATIONAL** Furnaces with soft coal radiators, which may be used for either hard or soft coal, and having us include the Economy Smokeless Furnace attachment, you will have furnaces for any kind of a job.

And the Smokeless Attachment **does not cost you one cent additional**. When requested it is supplied with every order for a furnace of the regular radiator type. And it is a simple, practical attachment that does not require changing a single casting except the turning of the radiator slightly so that attachment comes in position for easy manipulation.

And it does the job right. Not only will the heater be smokeless but much fuel value in the gases and carbon is saved that would otherwise be lost because unconsumed.

Ask our representative to explain this attachment more thoroly and include a supply with your next order.

A descriptive circular will be gladly sent from the home office. Just ask for circular 1568-R.

### INTERNATIONAL HEATER COMPANY UTICA, N. Y.

NEW YORK

CHICAGO

CLEVELAND

NASHUA, N. H.



The Attachment



# And There Arose in Egypt a New King Which Knew Not Joseph.



**B**RUCE BARTON is the son of a famous preacher, but in spite of that, he has managed to make a name for himself as an advertising man and editor of a popular magazine with a large circulation.

Sometime ago Mr. Barton spoke before a public utility convention, the title of his address being, "Every Day the King Dies."

Being the son of a preacher, he used illustrations from the Good Book and one of them was the story of Joseph—the young Israelite who saved Egypt from starvation—and he ended his story with this quotation:

"And Pharaoh died and there arose in Egypt a new king which knew not Joseph."

Evidently, then, Joseph had no press agent.

And there are lots of men who have built up a measurably successful business without calling in an expert to help them "formulate a sales production campaign."

But among these present day successes there is a tremendous mortality. Somehow, nobody seems to know much of them except the comparatively few people who bought their products. All the young folks who have been growing up appear to be entirely ignorant of the existence of these successful men, and when they want to buy a sheet metal working machine or a furnace or anything else for that matter, they turn to their business paper and look up the advertisements in their line and make their selection from among the men who have faith enough in their products to tell other people about them.

"And there arose a new Pharaoh which knew not Joseph."

The number of Pharaohs of that sort is legion, and the number of Josephs is also large, but it is large only because no real effort, intelligent effort, we mean, has been made to bring these Josephs to a realization that people do not as a rule tramp through a

forest wilderness to find the man who makes that mouse trap, no matter how good it may be—that the mouse trap maker would either starve to death or have to eat nuts or mice before any beaten path would be beaten to his cabin door.

And it matters little how well your work may be done—

Unless you show it to somebody and thus get that somebody interested in having you do the work that he wants done you will not be likely to get that job.

And if you make the most efficient, the most economical, the most easily operated furnace—

Unless you can induce somebody to look it over and to listen to your story you will not be able to sell enough to justify you in buying a ton of iron to make another one.

And the most efficient, quickest, least costly method of letting a large number of real prospects know is advertising.

That advertising must be of the type that begets attention and then instills confidence. It must be so constructed as to awaken a desire in the mind of the prospective customer to own a warm air furnace. That desire must not be based upon the fact that the furnace is a perfection of construction, but primarily on the results in healthful heat delivered by it. That is advertising that gets the business.

If you make furnaces or machinery and supplies for sheet metal shops, the most efficient method you can use is to advertise your products in the business papers that cover these fields.

Pharaoh dies every day and very few new Pharaohs know anything about Joseph.

\* \* \*

It is a very badly mistaken idea that the average man will listen only to a sales argument that quotes a lower price.

## Random Notes and Sketches.

By Sidney Arnold

Ralph Blanchard is getting to be quite as much of a golf fiend as he is for "bridge"—you know that card game where talking is not good form.

The other day he was playing a "foursome" and was in the act of "teeing off" when a careless fellow stepped within range of his club and received the full benefit of Ralph's heavy swing right on the jaw.

One of Ralph's fellow players ran up and asked: "Hurt any," addressing his question to the man who was hit.

"Don't know yet," said Ralph, "can't tell until I try another shot with the club, but so far as I can see it is all right."

\* \* \*

Ed Hoffeld, who makes those corrugated sheet metal elbows with the name of Dieckmann stamped on them, had a salesman who was an inveterate bettor, and finally found it necessary to let him go. However, they parted on good terms, the salesman getting a fine recommendation and obtaining a good position on the strength of it, even though it stated that he was inclined to wager on almost anything.

On reporting to his new manager, the salesman was called into the private office for his instruction during the course of which the new boss tried to impress upon him the necessity of quitting his betting if he wanted to hold his job.

"What do you bet on, anyhow?"

"I'll bet on anything," said the salesman. "For example, I'll bet you \$25 that you have a wart on your left shoulder."

"I'll just go you on that. Maybe that will cure you," and with that he pulled his shirt off. There was no wart and he collected his \$25 at once, the salesman seeming not unduly perturbed at the loss.

The sales manager wrote of his experience to our Cincinnati friend expressing the hope that it would be

a lesson to the young fellow. Much to his chagrin and surprise he received the following reply from Mr. Hoffeld:

"The youngster won. Before he left, he bet me \$100 that he would have your shirt off inside of five minutes after he saw you."

\* \* \*

"The United Clan," the monthly paper that United Alloy Steel Corporation publishes for its employees, has on the front cover of its September issue a cartoon, which, I think, is so good that my friends among readers of AMERICAN ARTI-



Safety Cartoon on Front Cover of United Clan.

SAN ought to see it. So here it is:

All of the ideas presented in the cartoon are good, and if everybody would keep any one constantly in his mind there would be far less accidents—and far less grief, worry and sorrow in this world of ours.

\* \* \*

There was a time when Sam Latty was pretty well covered on top of his head, but it is so long ago that nobody remembers it, and Sam is not exactly what you might call "past his prime" yet, if you take his word for it.

Nevertheless, Sam and I were passing down Euclid Avenue from the Cleveland Athletic Club, where we had enjoyed a fine lunch at his

expense, when an old Irish woman accosted him thusly:

"Could ye spare a copper for an auld woman, sorr?"

Taking pity on her, he gave her a quarter.

"God bless you, sorr!" said the old woman, "and may every hair of yer head be a candle to light you to glory."

As we passed on Sam said to me:

"It won't be much of a torchlight procession!"

\* \* \*

Those Cleveland fellows are evidently not devotees of the "Cross Word Puzzle" sport which seems to be sweeping the country, or they would have solved the printer's puzzle which was published on page 17 of the September 20th issue of AMERICAN ARTISAN, and Brother Fox is no better in that line than the rest of them, for he has implored me to come to his assistance and, in addition, to the collapsible acid swab has agreed to let me eat at the "speakers' table" when the National Warm Air Heating and Ventilation Association hold its next banquet, if I will only solve that puzzle for him, so here goes:

The moon's deep luster gilds the trees,

And blown from sections in the north,

The superscented evening breeze  
Tender coaxing lures one forth.

A love sick swain, I wander here,  
And doll around, the mighty pines  
Their wide embracing branches rear  
Deep rooted as the Appennines.

On this eventful night I've sent  
My periodic billet-doux;  
With lots and lots of sentiment  
I've vowed to one that I love true.

I've put the question so profound;  
I wonder if I've said it half;  
Ah, would I could my love expound  
In one short, dashing paragraph.

Her father's handy daggers were,  
Of small account my love beside;  
I'll all disaster risk for her,  
Until I cross the great divide.

## Papa's Heat Regulator Went Out of Commission When Kittie Fell Asleep.

*In Every House Heated by a Furnace There Is a Prospect for an Automatic Heat Controlling Device.*

BY PERMISSION of the *Chicago Tribune*, we reproduce on this page a very clever cartoon by Gaar Williams—one of his "When Words Fail Yuh" series.

"Papa" woke up one wintry morning at his usual time, but for some reason the house was not at its usual comfortable temperature and he had gone down to see what was the matter.

And what did he find?

Nothing wrong—except everything.

That "clever" alarm clock contraption that he had so "cleverly" put together was out of order—and the cat did it!

Kittie had evidently found her regular sleeping quarters too chilly, so she had unceremoniously knocked the alarm clock and the dry batteries off the box and usurped their place and now she was snoring or purring to beat the band, whatever it is that a cat does when she is sleeping or otherwise feeling at ease with the world, when "Papa" appeared on the basement stairs.

Words would fail most any one under similar circumstances, and no doubt something harder and more unpleasant than mere words hit kittie so that she was dislodged from her perch.

And we are inclined to believe

that "Papa" would be inclined to listen to a bit of sales talk on a real automatic controlling device, if a salesman should happen to drop in on him after dinner that evening; "Papa" might even step into the show room of the up-to-date furnace installer on his own accord and order one without asking the price.

But he would have avoided all his trouble and discomfort of the morning if you or some other installer had been on the job and sold him a good one this fall.

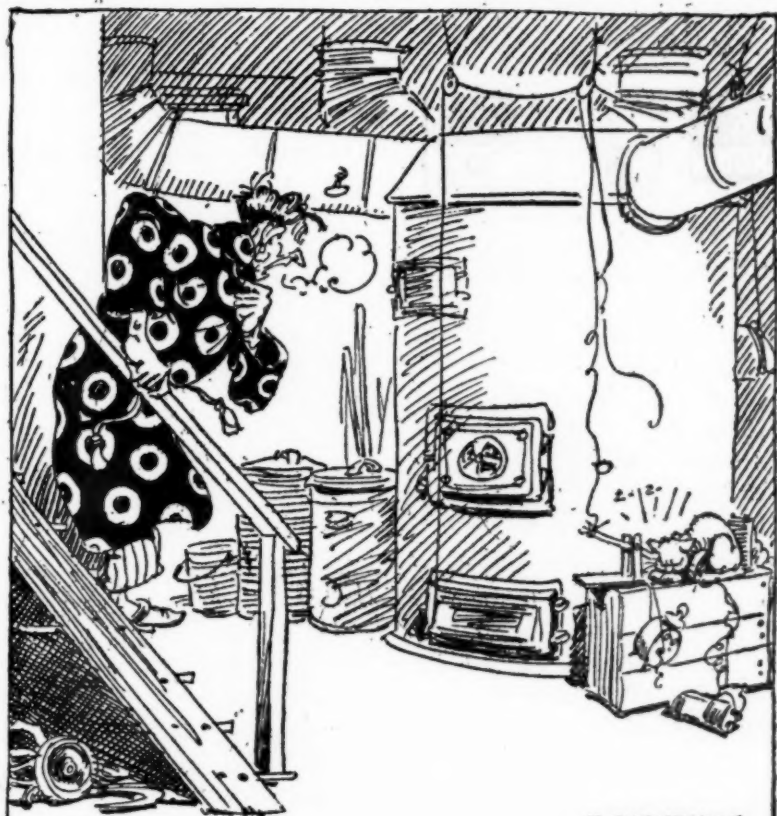
Seriously speaking, there is in every community of a thousand homes at least five hundred prospective buyers of automatic heat and draft controlling devices, for every furnace or boiler ought to be equipped with such an appliance, but they will be equipped only if the installers get busy and go out and sell them.

The initial investment need not be large, nor will it be necessary to carry a large stock, so that the profits realized, with an aggressive selling campaign, should be a very handsome addition to the regular profits of the furnace installation business.

### *This Tells Difference Between Absolute and Relative Humidity.*

The actual weight of moisture present in a given volume of air is called the *absolute humidity*, and is commonly expressed in grains per cubic foot or pounds per 1,000 cubic feet. The ratio of the weight of contained moisture at any given temperature to that which the air is capable of holding when fully saturated is called the *relative humidity*. For example, a cubic foot of saturated air at a temperature of 30° Fahrenheit contains 19 grains of moisture, while at 70° it requires 8 grains to saturate it. Saturated air has a relative humidity of 1; that is, in case of the lower temperature noted above, we have  $1.9 \div 1.9 = 1$ . If a cubic foot of air be heated from a temperature of 30° to 70° without adding moisture, the absolute humidity remains the same, while the

### WHEN WORDS FAIL YUH



GAAR  
WILLIAMS

©/224 BY THE CHICAGO TRIBUNE.

THE HOMEMADE  
THERMOSTAT  
FAILS TO WORK  
SOME COLD MORNING

The Sight That Met Papa's Eye When He Came Stealthily Down the Basement Stairs.



relative humidity falls to  $1.9 \div 8 = 0.238$  or 23.8 per cent.

The *dew-point* or *temperature of saturation* is the temperature corresponding to the point of saturation for a given weight of moisture per cubic foot. For example, the dew-point for 1.9 grains per cubic foot is

30° and for 8 grains per cubic foot it is 70°. It is given this name because any reduction in temperature below this point will produce a certain amount of condensation which appears in the form of dew upon surrounding objects, making them considerably moist.

## *A. J. Allen Says Public Must Be Taught Necessity of Supplying Adequate Operative Air Supply.*

*Says Principle Under Which Warm Air Can Operate Efficiently Will Always Remain Statutory.*

THERE is something extremely romantic and fascinating about a branch of the vast complicity of business called industry when the constituents of that branch begin to realize their status and importance with relation to the whole and to the public they serve.

When the furnace installer begins to express his opinions on the subject nearest his heart and to ask questions, then he shows signs of the beginning of a development which can lead but to a higher plane for the industry as a whole. Elevate all of the constituent parts and the whole rises as well.

The following article is an expression of opinion by A. J. Allen, Milton Rogers and Sons Company, Omaha, Nebraska, appearing in the National Warm Air Heating and Ventilating Association's Bulletin:

"I feel that if the association can get before the public and installers of warm air furnaces the importance of an adequate and operative air supply, the handicap under which many installations operate can be eliminated.

"The retail end of the warm air heating industry is in the hands of men whose ideas of proper installations is as varied as the colors in Joseph's coat, but the principle under which the warm air heater can operate efficiently always has and always will remain the same, one has only to recognize this principle and apply it in a common sense way to prove its practical utility, the fact

that furnaces are often installed improperly and yet give a degree of satisfaction, is not an argument against better methods, rather it is a proof of their worth, for regardless of the handicap placed upon them, the warm air heater remains and is in ever increasing demand, and therefore worthy of the best thought and efforts of those behind this industry.

"Thirty-three years of continuous service in the warm air heating industry, has convinced me that the principle under which the gravity system of warm air heating operates best, is the one that is simplest.

"I believe, that whatever success has attended the installation of thousands of pipeless furnaces, can be traced to the single fact that it is because they operate along the lines of least resistance to the natural circulation of the air within the space to be heated.

"Installers must come to recognize that they are working with a gravity system, that every angle in a pipe, every additional foot of pipe, and long horizontal runs of cold air supply, all add friction, and friction, according to Webster's definition, 'Is that resistance which a body meets with from the surface on which it moves.'

"So then, let's eliminate that resistance to the air we are endeavoring to deliver to the base of our furnace to be warmed and again delivered to the rooms above, let's provide short and direct warm air

pipes and cold air returns that are adequate in capacity and so constructed that their delivery of air will be 100 per cent perfect, unhampered by friction.

"The public must be educated that it is air we are dealing with, that there are two factors absolutely essential to a good working job, neither one of which are ever shipped with the furnace, they are, proper draft and an adequate operative air supply. The builder supplies the first factor and the furnace installer the second, and until he has grasped the fundamental fact that air circulates best when passing over the minimum of surface, the warm air heater will never attain its full possibilities."

## *Occomore Knows What His Costs Are and He Makes His Price Fit the Cost with a Fair Profit.*

Writing to *Hardware*, H. Occomore, sheet metal contractor, Guelph, Ontario, says: "We cannot say that pipeless furnaces are on the increase unless it is in the cheap construction houses where price is the only consideration and we are not doing a large furnace business at present because we will not meet the price which some of our opposition quote.

"We follow a method of itemizing all our materials entering into a prospective job and figure this up so that we know within a very little what the job is going to cost us. The only chance we take is if more time than we estimate is taken up on the job. There are seven or eight sheet metal shops in Guelph, and you can readily understand that in these quiet times competition is keen, but as long as we are kept busy with other things we are not out for cheap work.

"The method followed by Toronto installers of guaranteeing the quality of furnace installation work is good and if it could be carried out throughout the province it would help very materially in eliminating the rotten jobs that are installed by some of the metal workers."

## Harry Phelps Sold Fourteen Parlor Furnaces in August in Nebraska Town of 1,650.

*Weather Was Not Too Hot for Him, Nor Was He Affected by the Lack of Money Among His Prospects.*

IT WAS early in August and the weather was blistering hot, but that meant nothing in the life of Harry Phelps, so far as selling ranges and parlor furnaces was concerned—he just went out and sold them, fourteen of them during the last two weeks of that month.

And he did this good job in the town of Tecumseh, Nebraska, a town of 1,650 inhabitants, about 50 miles southeast of Lincoln, the state capital—you know the country where the farmers are said to have little or no money to spend for any-

thing but the bare necessities of life. And he is following up the good work in September with just as many sales of parlor furnaces—something that a farmer or townsman might manage to do without if he was hard up.

Read what he says in a letter telling how it worked out:

"We fixed our selling price on the Radiona at \$135. A lower price than that set by the first of this type placed on the market would cheapen the value in the customer's eyes.

## Six Weeks from Now



your home will need a little heat. The Radiona broadcasts heat perfectly.

The porcelain is a beautiful brown walnut color and cleans like a dish. It is the most perfect imitation of grained wood yet produced.

We will accept your Soft Coal or Wood Heater on a trade for a limited time and have a proposition you will appreciate.

No other heating plant can be operated as economically as the Radiona Parlor Furnace. We will be glad to show you this wonderful heater.

*The Riverside Radiona  
It Broadcasts Heat*

### HARRY PHELPS

The Winchester Store

North Side.

Phone 9.

Tecumseh, Neb.

Here is how he did it:

In July he put an advertisement in his local paper reading as follows:

### WANTED Thirty Second-Hand Base Burners

**A Carload of These Will Be  
Shipped East About  
October First**

**We Will Pay Up to  
\$25.00**

for these, if in good condition and made by a reliable company. Just bring us the name, number and approximate number of years, and we will explain the balance at our store.

In the East, hard coal is used almost exclusively, and base burners are needed. Many of our patrons have their good money tied up in high priced base burners and our plan will interest many people.

Please note the time is limited.

**HARRY PHELPS**  
The Winchester Store  
Tecumseh Nebraska

How the Selling Campaign Was Started.

"The advertisement brought us thirty-two live prospects and we closed with nine inside of a week, taking seven base burners, which are valueless in our vicinity, and two 'Oaks.' We dumped two of the former in a nearby river and have sold and delivered the two 'Oaks' at \$20 each.

"It is important that careful attention is given to the customer's description of his second hand heater. The reason is obvious. We are very close to the Radiona exhibit while listening and when he is through, we explain that it is a trading proposition.

"The time limit prevents the tormenting 'hang fire.'

"We offer from \$20 to \$40 for any kind of a second hand heater and the world seems full of them.

"In our newspapers we ran two-column advertisements during August, like the one herewith, and at the time of the excitement about Mars we had a 'phony' radio message from there, of which the following is a part:

"It is a great deal colder on Mars than on the earth, isn't it?"

"Yes, very much colder."

"In that case, how in the world do you keep warm up there?"

"That is the least of our troubles," came the reply. "We heat entirely with Radionas up here, the same beautiful and serviceable heating appliances that Harry Phelps is selling so many of in your town of Tecumseh. The Radionas are simply the last word in heaters—actually broadcasting heat. I have one of them operating here now; you see if you cannot feel the heat from it." And the man in Tecumseh said that he actually felt it."

### **Try This Stunt When You Clean Your Next Furnace.**

When cleaning a furnace for a customer, take along an electric fan, connect it to a convenient outlet, and place it facing outward before an open window. Then open a door or a window on the opposite side of the basement, and proceed with the cleaning. The fan will drive the dust out of the basement, and the usual coating of dust in the upper part of the house will be eliminated. The customer will be well pleased with your thoughtfulness, and possibly will be able to give you names of other friends who want similar work performed.

### **Weichert Warm Air Furnaces Are Carried in Stock by Chicago Furnace Supply Company.**

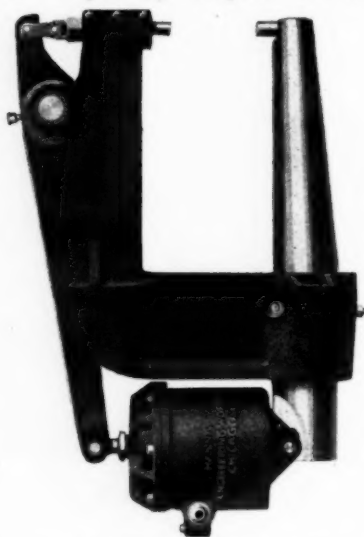
The Chicago Furnace Supply Company, 1276 Clybourne Avenue, one of the oldest houses in its line in Chicago, is now carrying a complete stock of the well known Weichert warm air furnaces, made by the St. Clair Foundry Corporation, Belleville, Illinois.

We may help you—ask us.

### **Meyer Furnace Company Installs New Riveting Machines for Use in Fastening Smoke Collars, etc.**

A few days ago the editor was in Peoria, Illinois, and enjoyed a pleasant visit with Roy Walker of the Meyer Furnace Company, and while going through the mounting room noticed three riveting machines, electric motor driven, that the company has recently installed in order to speed up and improve the riveting of smoke collars, fire door sections and fronts, etc., to the main body of their Weir steel furnace.

One of these machines is shown in the accompanying illustration and seems especially adapted for that



**New Riveting Machine for Steel Furnace and Kindred Work.**

type of work as well as for many different lines in sheet metal shops specializing on heavier sheets and light and medium gauges of steel plates, such as tanks, etc.

The saving in time of mechanics is said to be about 50 per cent over the old method.

The machine illustrated is manufactured by the Hanna Engineering Works, 1765 Elston Avenue, Chicago, and has a reach of 24 inches with a gap of 13 inches. Cylinder diameter is 9¼ inches, exerting 10 tons on the dies at 100 pounds per square inch air pressure. The piston stroke is 7 9/10 inches, and the die stroke is 1 7/8 inches. Total weight of the machine is 1,180 pounds.

The lower, or dead stake, is of

forged alloy steel, heat treated. It is 6½ inches in diameter at the throat with a simple taper to 4-inch diameter at the end.

The capacity of the machine is 3/8 inch hot or 1/4 inch cold rivets.

Foot brackets are cast on the frame for mounting the riveter in a stationary position with reach vertical, dies horizontal, cylinder down.

### **How Can Strictly Pipeless Furnace Be Made to Operate More Efficiently?**

The Torgerson Hardware Company, located at Independence, Wisconsin, has a somewhat unique problem in warm air heating to cope with and seeks enlightenment as follows:

TO AMERICAN ARTISAN:

We should like to have your opinion on how a furnace installer could change a strictly pipeless furnace so as to make it a more efficient heating plant.

Could this furnace be connected with a cold air pipe to get better results? How can this be done?

The plant is large enough, but the difficulty is experienced when the furnace is forced.

Yours truly,

TORGERSON HARDWARE.

Independence, Wisconsin.

### **Tuttle & Bailey Grill and Register Catalog Contains Many Innovations.**

Progress in industry is universal. It is not surprising, then, to learn that the new register and grill catalog of the Tuttle & Bailey Manufacturing Company, New York, just out, has incorporated within its pages many new and distinct patterns and designs of registers and grills.

Grills and registers for all purposes and to fit all situations are depicted and described in the seventy-six 7½x10¾-inch pages.

The covers are finished in a delightful blue, while the front cover has embossed upon it the T. & B. name and trade-mark. The border of the front cover is further decorated with a delightful green.



### ***Research Residence Is Almost Completely Finished. Will Be Dedicated December 2, 1924.***

The research residence, which the National Warm Air Heating and Ventilating Association is having built near the University of Illinois at Urbana, is fast nearing completion as will be noted from the following letter from Secretary Williams:

TO AMERICAN ARTISAN:

At a meeting of our Publicity Committee and the Research Advisory Committee last week, tentative program was outlined and arrangements made for the dedication of the research residence at our mid-year meeting in Urbana, to be held December 2nd and 3rd, 1924.

When I tell you it was possible to hold this conference in the research residence, you will realize how near a reality it is. In other words, it is practically complete and everyone who sees it is delighted with it.

Yours very truly,

ALLEN W. WILLIAMS.

Secretary.

### ***Well Known Furnace Salesmen Change Their Affiliations.***

W. C. Koenneman, secretary of the Iowa Sheet Metal Auxiliary, and formerly a salesman in the employ of R. J. Schwab & Sons Company, Milwaukee, is now associated with the Premier Heater Company, Dowagiac, Michigan, and Earl E. Martin, who was formerly with the Peninsular Stove Company, Detroit, is now traveling for the Quick Furnace and Supply Company, Des Moines.

### ***C. R. Gottschalk Is Operated on for Kidney Trouble.***

C. R. Gottschalk, brother of Fred, who is one of the big Utica salesmen in the central states, and owner of the Gottschalk Furnace & Roofing Company, Covington, Kentucky, was operated on for kidney trouble Thursday, October 2nd, at the Booth Memorial Hospital, Covington.

Fred says that the latest report is that his brother is doing as well as could be expected. It would be fine if some of his friends would send him a word of greeting during his convalescence.

### ***Frank Trude Hardware Knows Its Market and Covers It.***

A good sales story is always an effective statement of the buyers' needs incorporated into your advertising, of course.

Many advertisers, chiefly among the retail merchants or the furnace

practice would be doomed to failure at the outset.

The present state of society demands that you have something of advantage to offer the customer before he will condescend to give you a hearing.

The accompanying advertisement of Frank Trude, reprinted from the *Traverse City, Michigan, Eagle*, is an example of giving the customer a service which would devolve to his benefit. The rural districts have at this date even many houses without basements. For these houses the heater advertised would be just the thing. Therefore, the message in the advertisement goes direct to the owners of these homes.

The ad has a very good appeal for a small ad. The space is well utilized.

### ***Simms Makes His Customers Work as Salesmen for His Furnace Department.***

The Simms Hardware store, Minneapolis, is a firm believer in letting satisfied customers help increase sales. A fee of \$5 is offered to every old customer who brings in a new furnace prospect that is sold. One policeman bought a furnace and was so enthusiastic about it that he made \$45 in commissions in one season by selling his friends the idea they should buy their furnaces at Simms'.

### ***How Important Is the Small Job?***

One of the most interesting sights to behold is the docking of the giant liner Leviathan. A half dozen small tugs are ranged alongside fore and aft. The great floating palace is absolutely dependent upon the power of the tugs. The tugs dock the big ship, bring it safely to its moorings.

The success of big things is generally dependent upon those which look small by comparison. Every man and job is important. Every job is a great big one or a big little one.

True friends seldom demand favors.

## **COME IN NOW!**

and ask us about the

'World's Latest

and Most Efficient

Heating Unit

**SUNBEAM**

**CABINET HEATER**

**Heats 5 to 7 Rooms**

**Requires No Basement**

**Low Priced**

**Burns Hard or Soft Coal**

**or Wood.**

**Ask Us Now**

**Frank Trude  
Hardware Co.**

Advertisement Offering a Specific Service to Specific Group.

installers, believe that advertising is nothing more than a systematic placing of the name before the public. Such a conception of advertising would have sufficed in the days of Adam and Eve, when a furnace man (if such in truth existed) had merely to tell his patrons of the service he rendered.

But in this world where competition operating on a highly organized basis must be dealt with, such a conception of advertising if put into

## Nickel Zinc Can Be Profitably Used in Making Dirt-Proof Kitchen Sinks.

*Kothe Shows How Pattern for Kitchen Sink Is Laid Out Where Sink Itself Is Made of Planks and Covered.*

**K**ITCHEN sinks are very difficult to keep clean; that is, the grease-laden water splashes and runs all over. In time fifth gathers in corners, cracks, behind boards, etc., which is the introduction of cockroaches, water bugs, etc. The idea is to make a construction that is leak proof.

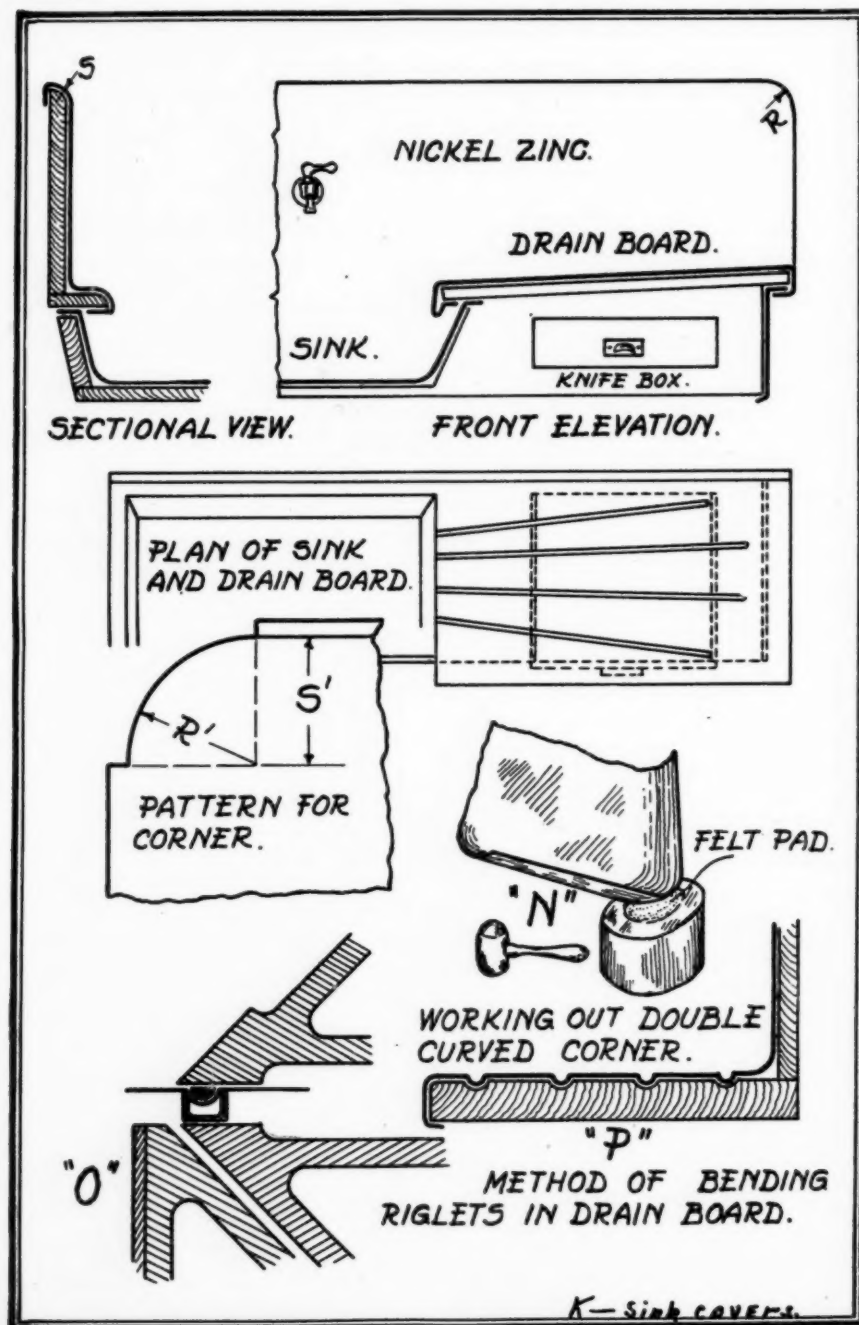
In this the one-piece cast iron enamel sink or a well made marble sink is the most satisfactory. But these are rather expensive and to make them more inexpensive is our problem; there is the element of dirt and leakage to be taken care of. Possibly nickel zinc offers a means of correcting this fault with a

frame-built sink. Here a surface lining can be produced that is leak proof, is clean and always presents a good appearance, as well as being comparatively inexpensive.

So in our drawing we show a frame-built sink as used in kitchens and laundries of most popular-priced homes. The sink itself can be made of planks and lined with nickel zinc; or be of the cast iron enamel type. Such sinks are set in putty all around, so no leakage may occur. The outside surface of all boards is carefully covered with nickel zinc as our details show in this drawing.

The main item is to provide suitable drips so the water will not follow itself back. The drain board is also important, as this must be joined to the back board metal by a good seam, preferably a rounded curve. Sharp corners are always hard to keep clean, and require more rubbing to thoroughly clean the dirt out of the corners. The back of the sink has usually rounded corners at the top. These are laid out as at "M" where R' is the radius of the face, and S' is the amount of roll taken from sectional elevation.

Most workmen may find it rather difficult to round the corners, and not soil the nickel finish. Zinc is a soft metal and can be worked in most popular shapes, either by bumping or spinning. But in this case the bumping would mar the outside surface, and spinning in a machine is out of the question. So it is better to provide a block as at "N"; and dress a mallet to a suitable shape, and so rub the curve into shape. A felt pad can be put under the polished surface so the rubbing will not scratch the finish against the block. But by rubbing and holding the metal in certain helpful positions the double curve can be nicely worked in.



Patterns for Kitchen Sink Coverings.

In bending the riglets for the drain board, the simple device at "O" may be used. A small half round of possibly  $\frac{1}{4}$  or  $\frac{3}{8}$  inch diameter is laid over the place where the riglet is to be placed. Then a small channel bar is placed underneath, and the brake jaws are brought down, thus forming a sunk-en place as a drain in the board. Four or five of these are placed in

each board; the wood being grooved out to accommodate the riglet as drawing "P" shows.

By this means all sorts of drain boards can be made, either for laundries, soda or soft drink bars, restaurants, etc. Workmen who have the metal available should use a small piece and practice thoroughly the several exercises we have here presented.

## *Harris Discusses View Point of Architect as to Material Made of Sheet Metal.*

*Municipal Architect of District of Columbia Makes Valuable Suggestions for Increasing Use of Sheet Metal in Buildings.*

ON PAGE 30 of our September 27th issue, Albert L. Harris begins the discussion of viewpoint of architects as to material made of sheet metal.

The following is a continuation of that article:

"Does it not seem reasonable that by joining forces for mutual trade expansion and accomplishment, both zinc manufacturers and job galvanizers can increase the demand for their inter-dependent service to industry and mankind. An advertised standard of 2 to  $2\frac{1}{2}$  ounces of zinc coating per square foot of "hot dipped" galvanized surface stamped on every galvanized product in the form of a seal or association trade mark would go a long, long way to create considerable consumer confidence, and at the same time force the dissenting few to acknowledge the necessity for fair dealing."

"4. Under the topic: 'What Should Be Done to Revive the Galvanized Roofing Business?' at the convention in Philadelphia of the Metal Branch of the National Hardware Association, R. L. Kirchbaum, of the Superior Steel Company, said:

"One of the first ways to revive the roofing business is to get back to some kind of a standard; find some place to stop on your weights, and have some kind of a standard for coating, and then see that that standard is adhered to. Light

weight, poor coating, and the use of seconds for roofing undoubtedly have done a whole lot to demoralize the roofing business."

I am informed by experts that zinc or galvanizing is one of the best protectors of iron or steel known; that it is better than terne or tin coating for the reason that galvanizing is electro-positive to

"When a material has been skinned to the point where it will not give reasonably satisfactory results, that material will soon be eliminated. The lower price will be attractive and induce a man to use it once, but after one bad experience it is hard to catch your sucker again.

iron, where terne coating is electro-negative. Quoting from the circular of the Bureau of Standards:

"When any steel article with a metallic coating is scratched or abraded so that a small area of the steel is exposed, the two dissimilar metals, together with a small amount of moisture derived from the atmosphere, will form a tiny galvanic cell, set up a current, and start corrosion. That metal which is electro-positive to the other will be the one to be oxidized, while the electro-negative metal will remain uncorroded. Therefore, if the coating

metal is zinc, it is zinc that will be oxidized, while the iron remains bright and uncorroded until the bare spot becomes so large that the central portion is beyond the protective zone of the surrounding zinc. On the other hand, should the coating happen to be tin, which is electro-negative to iron, it would be the steel that would suffer. In such a case the tin coating is actually injurious, because without it the steel would oxidize at the normal rate with no galvanic action to hasten the corrosion. The value of tin for coatings depends upon other factors than its electro-chemical nature."

### **Urges Minimum Standard for Coating.**

It is my opinion, therefore, that sheet metal manufacturers and organizations similar to yours should devote their energies toward establishing the highest possible standards for metal coverings or of devising some other means of producing lasting and permanent materials. I would, therefore, recommend that your association give the most careful consideration to the elimination of all uncertain and thinly coated metals. In other words, if 8, 12, 15 and 20-pound coating is not adequate for the proper protection of tin, the industry should eliminate it at once and make a minimum standard to insure the buyer of at least a reasonable return for his money. Similarly, if 1.75-ounce per square foot of zinc is not sufficient to protect steel then a standard should be established which will give proper results.

This is not only true of flat sheets, but also of those sheets which are used for cornice and other molded work. I think that consideration should be given to the proper bending of sheets for molded work which will give the maximum amount of protection of the minimum amount of distortion consistent with maintaining the covering on the steel surfaces. Most of the damage to zinc coated material is done in curved or sharply bent surfaces; the coatings under these conditions are separated from the steel plate and are likely to peel off.



### Good Suggestions for Data Book.

Your association is preparing a book giving information on the technical side of sheet metal and its proper handling in the manufacture of various types of construction. I would suggest that you include in the book full size diagrams showing the practical limits of bending and molding with machinery. Attention should be called to the fact that on very sharply bent surfaces serious injury is likely to be done to the protective coverings. I think valuable information might also be given on the proper preparation of the roof surfaces to receive sheet metal. The best kind of paper or felt to be used under sheet metal should be stated instead of leaving such matters wholly to the manufacturers of papers and felts.

As to the forms of sheet metal every material has definite limitations as to workability. Stone, brick, terra cotta and every other building material are limited in their possibility as to forms, finishes and surfaces. When imitations of rock faced stone, imitations of brick work and other improper forms are attempted in sheet metal the result is necessarily incongruous and unsatisfactory. Where designs are kept within proper limitations they always seem logical and their appearance is satisfying. Sheet metal surfaces do not have to be tortured into unusual forms in order to give attractive results. One of the most pleasing attempts at what appears to be a logical expression of sheet metal has been done by the Truscon Steel Company in their typical stock steel sheds and factory buildings. Here the material has been expressed in simple flat panels with logical stiffening lines and the result is very good. I would recommend similar experiments in large surfaces in an effort to find better and simpler forms for the expression of this class of material.

The third material, copper, fortunately does not present the difficulties of tin or galvanized iron because of its greater flexibility and high resistive qualities against atmospheric conditions. In cities

highly charged with smoke, copper may be seriously injured by sulphuric acid precipitated by rain water. Copper of light weight should be used sparingly and only where the conditions to be met are not severe.

In your proposed book your association should illustrate the various standard practices for the proper installation of copper roofing; methods of allowing for expansion and contraction; proper method of tinning of copper surfaces for soldering of joints, etc. Much could be said on the proper methods for flashing, calking, wedging and the most reliable materials for filling raglets. There are hundreds of special little kinks of the game which make or mar a job. In copper, as

"You should coöperate intelligently and practically with the architect. \* \* \* The architect requires specific information on the size, arrangement and proposed use of any manufactured product, with all details necessary to incorporate in a drawing or specification."

in tin, and galvanized iron, I would stand for material as heavy as can be used consistently with proper regard to cost.

### Better Workmanship Is Urged.

To my mind, workmanship, the second heading, is equally as important as materials because it is poor economy to use good materials and have them spoiled by poor workmanship. One of the most deplorable conditions in the world of trade unionism is the depreciation and lowering of the standards in quality and workmanship. Pride in one's trade is now rarely found among mechanics. The economic waste caused by the lack of these two factors is impossible to estimate. If someone could awaken the spirit of appreciation and the necessity for careful, accurate and finished workmanship, a tremendous benefit would accrue to mankind in general; for not only would the workmanship be better, but the men-

tal attitude of the man would be totally changed.

This widespread lack of appreciation among mechanics, I think, is largely due to the current opinion that a man working at a trade is not as good as the man working at some calling where he may have clean hands and a white collar. This is a great misfortune and every effort should be made to change this attitude of mind of the mechanic. If he could be made to feel that a mechanic is an important member of society and that his trade is recognized as honorable and praiseworthy, his attitude would immediately change. Because of the widespread opportunity for better education it is generally considered more desirable for a man to seek a place in the professions or in business in preference to a trade.

The world cannot be supported by professional and business men alone. Some men and women must devote their lives to the trades. Is it not astonishing that with wages of mechanics higher than they have ever been in history they should feel their calling is less noble than that of other men?

It seems to me that as employers it is up to you to inculcate in the minds of the mechanics the worthiness of their trades and endeavor to make them realize that they are absolutely necessary in the great scheme of life. Your local association deserves a great deal of praise for the work which it has done along this line in establishing a trade school for the training of mechanics in sheet metal work. The attitude of these men toward their work when they leave school will depend largely on the principles inculcated in their early training. If they are taught to do good work and if they are taught to appreciate the satisfaction of work well done, these principles are likely to last throughout their life.

### A Tradesman Proud of His Trade.

One of the most interesting books I ever read was on "Plumbing," written by a Welshman named Davies. He was a thorough master of every phase of his work during his

day; and not only of the installation of plumbing itself, but he was acquainted with the science of hydraulics and mechanics. In reading his book you are impressed with the thought that he was proud that he was a plumber and a master of his trade. It seems to me that this must be the spirit of all men in order to succeed as a mechanic, as a business man or as a professional man.

If mechanics could be made to feel the same responsibility and pride in their work as that which actuated the masters, journeymen and apprentices of the old Flemish Guilds of the 14th century, a very much higher standard of appreciation and interest in the work would be accomplished. In these guilds an apprentice entered at the beginning of a particular trade and after an arduous training of four years or more, was made a journeyman. After the journeyman had demonstrated that he was thoroughly versed in every phase of the trade, he might, upon the vote of the masters, do work on his own responsibility. As a master, his work had to pass a council of masters. If it was found that it was not up to the standard set by the guild it was rejected and the work had to be done over again. This system developed a tremendous influence on the character of the work and workmen of that day which is noted for its beauty and splendid craftsmanship. Unfortunately our modern unions are not inspired by the high ideals which characterized the Flemish artisans of the 14th century. It is to be sincerely hoped that the future will show a better condition than the past.

#### Protective Coverings.

The third heading is protective covering. If, as seems to be the case, terne coating for tin is not a wholly satisfactory protection for steel plates, and in order to more fully prevent the possibility of rust, it is necessary to paint the exposed surfaces, it seems to me that it behooves us to find some kind of preservative that will give tin roofing a much longer life than we are able to offer at present.

Most tin roofs require painting every two to three years. The cost of this maintenance item must be counted when it is decided to use tin in lieu of any other type of roofing material. Built up tar or asphalt and slag roofing has entered the field against tin. It is guaranteed for ten years. It needs little or no attention within that time. If tin is to come back as a strong competitor of built up roofing, some radical improvement must be made in the character of the coating on the base metal or some further treatment given the finished roofing other than the paints now in use. It may be that zinc or some alloy will become a commercial possibility.

Galvanizing as a protective covering is superior to tin, yet painting of this material has also its difficulties. Various materials are recommended for the first coat on galvanized iron as a base coat for finishing paints, but so far as I know there is no material which may be used with any degree of certainty. The result being that the finishing paint often peels off in a very short time. This is a very serious condition from the architect's and owner's standpoint, as it is not only unsightly but expensive.

In conclusion, let me point out to you the fact that the demand for sheet metal is constantly increasing; two vital factors enter into this demand. First, the decrease in the amount of wood available; and, second, the constantly increasing demand for fire-resistive material for first-class fireproof buildings. These two items are but a small part of the demand for sheet metal, yet these two are sufficient to induce you to give the most careful consideration to the proper methods of production, manufacture and maintenance of sheet metal products.

#### Standardized Material for Specific Work.

Let me again urge you to eliminate all inferior base metal, such as seconds and also the lighter coatings, both on tin and galvanized iron. I would urge you to fight for standardized material for specific work; that the gauges of metal and thick-

nesses of coatings shall be the maximum consistent with good construction methods, limitation of machines and proper handling of the material. It is your duty to urge the architects, engineers and jobbers to use the heavier and more stable weights and coatings. In this manner a two-fold advantage will be gained. First, it will protect you against criticism of skinning of materials; second, it will help the manufacturer in eliminating from his stock and manufacturing processes, several grades of tin and galvanized iron which must now be carried to supply what might be termed competitive and cheap substitutes.

Secretary Hoover's committee of the Department of Commerce has been doing a wonderful work in endeavoring to eliminate waste and the carrying of unnecessarily large varieties of stock, by reducing the number of variations to the minimum and that minimum to be of the highest grade practicable. Much has been done along this line for rolled roofing material, metal lath, brick, terra cotta and lumber and it is the purpose of the department to interest manufacturers and users of all materials entering into the building industry with the object of eliminating as much as possible inferior qualities and unnecessary size, weight, etc.

Your work in the trade schools should be further developed so that better mechanics may be available, with an appreciation of the technicalities of the trade and a greater appreciation for accurate and careful workmanship. Finally, I would urge you to give the utmost consideration to finding better protective materials for tin and galvanized iron than those on the market today.

#### Who Manufactures "Vesuvius" Metal?

TO AMERICAN ARTISAN:

Can you inform us who manufactures "Vesuvius" metal, a special heat resisting material?

Yours very truly,  
THE NATIONAL CORNICE COMPANY.



## Here Is a Letter That Might Well Be Read Twice by Every Sheet Metal Contractor.

*Secretary Mooney Urges Real Cooperation on Part of  
Locals With National Cornice and Publicity Campaigns.*

ONE of the advantages of having a paid secretary is that such a man must make an effort to make his services to the association worth what he receives, and that means—without in any way failing to appreciate the unselfish and efficient work done by many secretaries who have served and now are serving as such without real pay—that their whole energy and thought must be active and spent in the interest of the association, something which the volunteer secretary cannot do because he has to make a living out of his real business.

So it is only natural that the Ohio Association of Sheet Metal Contractors is well pleased with the experiment that they started a little over a year ago when they employed George F. Mooney as their secretary, for he certainly is doing something for the sheet metal industry of real, constructive value.

Here is a letter from him to the secretaries of the locals, from which other state secretaries may well take a hint:

MY DEAR MR. SECRETARY:

You have, no doubt, received communications from the national committee on "cornices" and "publicity." This is evidence that there is going to be a lot of constructive work, of the profitable kind, inaugurated this year, but, of course, if the locals do not coöperate actively and continuously and perform their part of the program, nothing will be accomplished. Ohio has been an important factor in the national association and we are sure it will not be lax in giving its coöperation, in a whole hearted way, to the plans of the national officers.

We would suggest that you appoint a committee on metal cornices, composed of members who are especially interested in the subject. That would insure attention and progress and might ultimately lead to a state

conference for the unification of effort. It is a big subject and holds promise of big profit to the sheet metal trade and is worthy of your best effort.

Every kind of business under the sun, except sheet metal contracting, seems to have a well defined plan of collective propaganda or advertising for the extension of its trade. This is plain to any person who will scan the advertising pages of the newspapers and magazines.

Recently there was a strike on the New York city newspapers for a week or more that prevented them printing any display advertising. During this period the sales of the advertising stores fell off to almost nothing. This indicates that the

buying public follows suggestion, and the business that does not suggest has but a small following.

We do not recommend an extravagant newspaper campaign to the sheet metal contractor, but we do suggest that you devise ways to attract the attention of the public to the superior merits of your products and at opportune times go into public print with a collective display advertisement.

The national committee on publicity will function actively this year and we bespeak for them your hearty coöperation. A standing committee on this subject will bring better results than a committee of the whole and if you will report your activities to this office we will have something valuable to broadcast to our members at large.

Very sincerely yours,  
Sheet Metal Contractors' Association of Ohio,

GEORGE F. MOONEY,  
Secretary.

## Intelligent Thought Produces Constructive Action and Fulfills Human Desire.

*Romance, Religion, Adventure and Money  
Are the Four Phases of Human Motive.*

THINK! A monosyllabic word between you and success. A word which if correctly interpreted by you, means your fortune. While a failure to discover that word means that you remain at the milestone of mediocrity through the prime years of your life, gradually descend to oblivion as age creeps on.

How will you discover that most precious of all possessions? How will you release your mind so as to enable it to work for you?

It is not enough just to work. Many people work their entire lives—and they work hard—but remain in the wage-earning class through it all. Why are they so narrowly rewarded?

Nature is niggard about opening her treasure chest. Her secret must be learned by work—not the plodding, thoughtless work of a truck horse—but intelligent, honest-to-

goodness thought guided work. There I've gone and let the cat out of the bag. I've supplied the missing verb, but then that's not surprising because I told you the word at the outset.

Knowledge without the direction of thought is useless. The dictionary is full of knowledge, but to be of use it requires intelligent direction. Thought opens the treasure troves of our wealthy governess, Dame Nature.

Interpreted to the language of business. Human motive has four distinct phases—Romance, Religion, Money and Adventure. All human desires are wound up in these four divisions, either separately or in combination. The acquisitive instinct latent within every person is actuated by one of these forms of desire.

The advertisement to be success-



ful must embody one of these features and also follow the logical procedure of attracting attention, arousing interest, provoking a desire and lastly invoking action favorable to the advertiser.

Advertisement building like this cannot be done without thought. Thought must blaze the trail for action every step of the way. Then when the product is finished, careful revision will be necessary. The leaves and underbrush must be cleared up after the main tree and its stump have been removed. So think! Think out your goal and then think your way toward that goal in your mind before the actual travel begins.

### ***Pittsburgh Sheet Quotations to Remain Unchanged.***

The new selling policy announced by the American Sheet and Tin Plate Company indicates that sheet quotations at Pittsburgh mills will remain unchanged.

Delivered prices at Chicago will be \$3 a ton higher. The quotations, however, will apply only where delivery is made at regular railroad siding and a charge of 1½ cents extra will be made for delivery at team tracks. These prices constitute a reduction of 19 cents per 100 pounds, Chicago, but it is understood that they will apply only on gauges actually rolled at the Gary works. Whether buyers will find it necessary to pay the Pittsburgh base price plus the freight when Chicago district capacity is committed is still an open question, although it is a logical inference.

It is to be noted, however, that hereafter all prices will be quoted on a delivered basis and this plan will permit shipment from any producing point if the mill chooses to absorb the freight. This is regarded as an unlikely development.

Although prices are not quoted f. o. b. mill, it is understood that Chicago delivered prices are arrived at by adding 5 cents per 100 pounds for freight from Gary. Similar delivered prices at such points as St.

Louis and Omaha will be arrived at by adding the respective freights to the prices at Gary, which, being 5 cents lower than at Chicago, are only 10 cents per 100 pounds higher than the quotations at Pittsburgh.

The actual base price for western territory, therefore, is f. o. b. mill rather than f. o. b. Chicago. Inquiries received by western mills have been heavy for the past two weeks and it is the opinion of some that it will not take long to fill up western capacity.

What will happen then will prove interesting. Western sheet consumption, it is asserted, greatly exceeds western sheet capacity. Even though western mills sell out at the new localized prices, it may develop that large quantities of material will still have to be bought at the Pittsburgh base price plus the freight. If this proves to be the case, it will be particularly difficult to adjust warehouse prices to the new situation. A reduction now may have to be followed by sharp advances.

### ***Lightning Protection of Toncan Metal to Be Featured.***

The United Alloy Steel Corporation, Canton, Ohio, has inaugurated a campaign in farm papers to feature the lightning and fire protection advantages offered by a Toncan metal roof properly grounded.

These advantages of sheet metal are a matter of general knowledge, but they have never received the extensive publicity they deserve.

It is to be hoped that the entire sheet metal field will work together to bring these exclusive advantages of sheet metal to the attention of the farm field in a concrete way, with practical suggestions as to methods of making the ground connections and other details.

It will also be worth while to bring these advantages to the attention of all insurance companies who accept farm risks. While many offer a better rate for sheet metal over wood shingles very few give sheet metal the rating it deserves in comparison with other roofs of questionable fire protection and no lightning protection value.

In connection with the farm paper advertising the United Alloy Steel Corporation has issued a booklet full of interesting and practical information on lightning protection. Copies of this booklet will be gladly supplied to any one interested and a supply properly imprinted will be sent to dealers in Toncan roofing for distribution among their customers.

Corporate forms do not absolve from or alter the moral obligation of individuals. Responsibilities will be as courageously and conscientiously discharged by those acting in representative capacities as when acting for themselves.

## **Notes and Queries**

### **Twist Drills.**

From McQuesten Hardware Company, Muscatine, Iowa.

Can you tell us who makes the twist drill which has for its trade-mark an N enclosed in a form of shield?

Ans.—This is the trade-mark of the National Twist Drill and Tool Company, 26 South Jefferson Street, Chicago, Illinois.

### **"Jewel" Thermostat.**

From The Alamo Furnace Company, Muskegon, Michigan.

Kindly inform us who makes the "Jewel" thermostat.

Ans. — Jewell Manufacturing Company, Auburn, New York.

### **Wire Flower Pot Stands.**

From McQuesten Hardware Company, Muscatine, Iowa.

We should like to know who makes wire flower pot stands.

Ans.—United Steel and Wire Company, 53 West Jackson Boulevard, Chicago, Illinois.

**Repairs for "Radiant Home" Stove.**  
From Henry M. Hastings, Lexington, Illinois.

Can you advise me who makes the "Radiant Home" stove No. 216, as I am in the market for repairs for it?

Ans.—This is made by the Germer Stove Company, Erie, Pennsylvania, who can furnish repairs for it. You can also secure repairs from the Northwestern Stove Repair Company, 654 West Roosevelt Road, Chicago, Illinois.

## Carving Sets, Roasting Pans and Electrical Appliances Combined to Make Thanksgiving Day Display.

*Harold Stevens Arranges Unique Lighting System Which Attracts Much Business to Store.*

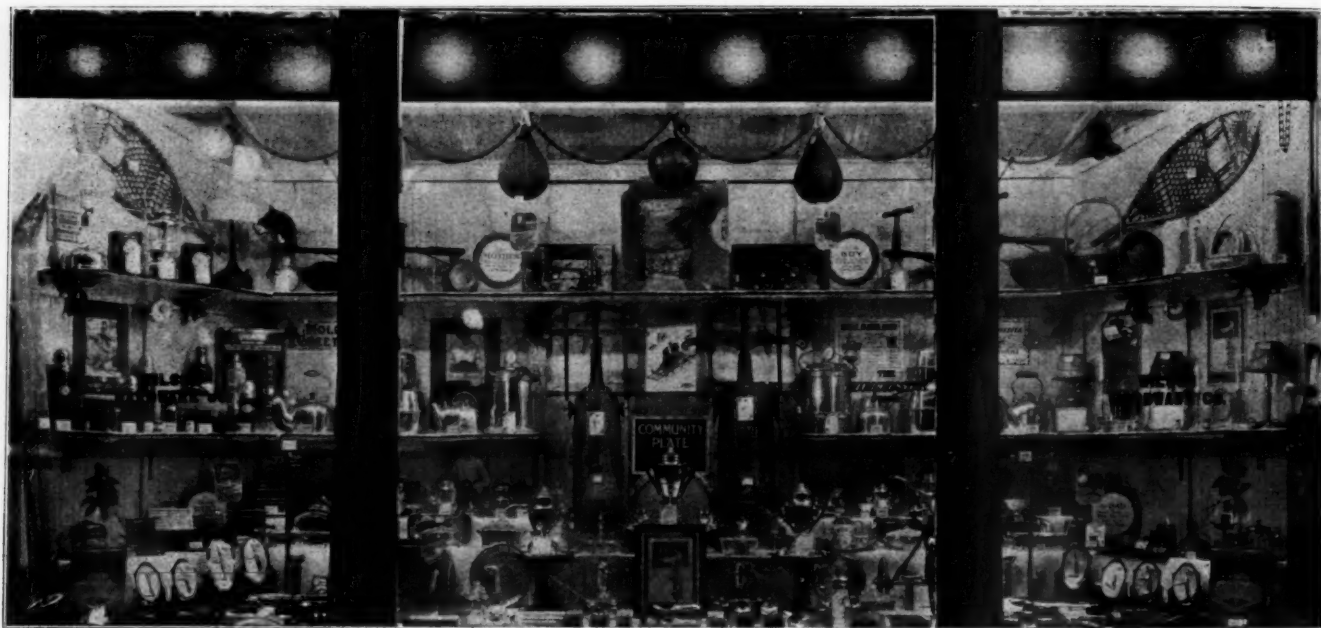
THE season is rapidly approaching when preparations for the great feast will be under way. The katydids have already begun their nightly chorus, many of the migratory birds have started their flights to the sunny southland and Jack Frost will soon put in his appearance.

The change in seasons has no terrors for the live hardware man, as

"The color scheme is cream, gold and dark brown, crepe paper, empty shell boxes, two pair of brackets for the back shelves being the only materials used. Gold crepe paper was placed on panels over the lights at top of window and gave a very pretty lighting effect. The dark brown crepe paper on the floor added a richness to the color.

"Carving sets and electrical appli-

in foreign countries, but unless shipments of such articles are properly handled they retard rather than promote trade, according to a recent trade bulletin outlining in detail the various methods available and the costs of shipping samples and advertising matter to Latin-America and the West Indies by Henry Chalmers and Roberta Wakefield of the Division of Foreign Tariffs, Depart-



Photograph of an Attractive Thanksgiving Day Window Display Made by Harold Stevens for the Wilson Hardware Company, Boulder, Colorado.

he welcomes the chance to keep things moving in his store and windows.

The Thanksgiving day window display is not hard to make as there is a large variety of articles from which good displays can be made.

In the accompanying illustration Harold Stevens shows how he made an attractive display for the Wilson Hardware Company, at Boulder, Colorado.

In commenting on his handiwork, Mr. Stevens said:

"This Thanksgiving day window trim certainly stimulated early Christmas buying with us.

ances are shown on the floor, while electric coffee urns and percolators on trays, set on 6-inch stove pipe thimbles covered with paper (for pedestals) took away the flat appearance. Pyrex ware and roasters, with every article priced, completed the display."

### ***Commerce Department Bulletin Tells How to Prepare Foreign Advertising Matter.***

Well-prepared advertising matter and attractive samples and advertising novelties offer one of the most effective means of stimulating trade

ment of Commerce.

Owing to the lack of information on the subject, American firms have had many unpleasant experiences through failure to take some factor into account and necessitating the payment of excess charges by the prospective customer. Invariably such occurrences incur the ill will of the addressee who frequently abandons the package rather than suffer the expense and delay attendant upon clearance through the custom house.

A study of this phase of export trade has been undertaken by the Bureau of Foreign and Domestic

Commerce. With the assistance of American representatives in all parts of the world, the customs requirements and procedures, postal regulations, and special peculiarities of each foreign market have been studied in detail. Definitions of samples and advertising matter, methods of shipment, handicaps of parcel post, duties, prepayment of duties, marking and documentation applicable to all countries are fully dis-

cussed in these government papers.

American exporters are urged to study these reports, which may be had without charge for all countries (excepting the Near and Far East, which is not yet completed) upon application to the Division of Foreign Tariffs, Department of Commerce, Washington, D. C., or from any district or cooperative office of the Bureau of Foreign and Domestic Commerce.

## *Year's Advancement in Development of Window Display Art to Be Reviewed.*

*American Artisan and Hardware Record Again Opens Its Annual Window Display Competition.*

**A**MERICAN ARTISAN AND HARDWARE RECORD Window Display Competition has opened once again to carry forward the work of teaching the retail merchant how to make the most of his window display space!

Almost at its inception this journal, through its founder, Daniel Stern, recognized the window display as one of the most valuable adjuncts to retail salesmanship.

It also realized the great need of assisting the retail merchant in getting the best possible arrangement of goods into those windows so as to permit them to function with the greatest possible efficiency and to bring the greatest number of people into the store.

Throughout its long record of achievement AMERICAN ARTISAN AND HARDWARE RECORD has, therefore, not stinted on space nor in the judicious expenditure of actual money to place the art of arranging a window display upon a higher plane than it has ever been before.

Years ago when there was little safety for a pedestrian in walking the streets after dark and when the windows were boarded up when closing time came, there was little or no object in making an attractive window display. People bought what they needed when they needed it and there was little satisfaction to be gained from trying to influence people to buy. Now that is all changed,

and the attractively lighted and arranged window display is a prime necessity.

Where a large group of men are working along the same lines with a common objective, the work has been found to progress much more rapidly when the fruit of these men's labor can be assembled in such a way as to show every man what every other man has been doing. In this way each man gets not only the benefits of his own labor, but that of other men as well at the same time every other man has the benefit of his ideas and he is contributing his share to the common good.

It has been found, however, that men work far better and produce more when prodded on by the stimulus of competition. This is equally as true in business as it is upon the athletic field. Winning recognition from their fellow men is what every man strives for. Therefore, this competition.

The rules of the competition are as follows:

The prizes to be given are: First, \$50; second, \$25; third, \$15; fourth, \$10, paid in cash to the winners of the contest as soon as photographs are judged.

The photographs, together with descriptions of how the window displays were arranged and the materials used, may be sent by mail or express, charges prepaid, and must

reach this office not later than January 31, 1925.

Each photograph and description must be signed by a fictitious name or device and the same name or device must be placed within a sealed envelope containing the real name and address of the contestant. This sealed envelope is to be enclosed with the photograph. Contestants may enter as many window displays as they desire.

AMERICAN ARTISAN AND HARDWARE RECORD reserves the right to publish all photographs and descriptions submitted in this competition.

A competition committee of three will be appointed, one of whom will be an expert window dresser and one an experienced hardware man. This committee will pass upon the merits of all photographs and descriptions received, without knowing the names or addresses of the senders, and will decide the winners of the contest.

### *It Took Two Years to Make This Knife, But It Has Seventy-Five Blades.*

One of the most costly examples of cutlery ever manufactured, the Norfolk Sportsmans knife, contains seventy-five blades, many of them ornamented with designs which are considered to be the most perfect ever worked on steel. They include hunting scenes, notable buildings and persons. Thus we have the White House at Washington, Chatsworth House, Arundel Castle, Haddon Hall, Windsor Castle and portraits of Queen Victoria, the Duke of Wellington and others. The handles, which are Manila pearl, are exquisitely carved, depicting a boar hunt and other scenes. The knife was made by William Bamforth of the firm of Joseph Rodgers & Sons of Sheffield, England, two years being spent on its manufacture.

The fact that you are actually doing no wrong will not prevent the appearance of evil from injuring your reputation, possibly even costing you your position.



## *John Paul Jones Learns That Healthy Competition Is the Spice of Business.*

*He Also Learns to Respect the Rights of a Competitor to Engage in Business.*

JOHN PAUL JONES had literally forced himself into bankruptcy. Not bankruptcy as it is commonly understood. There were no creditors howling to be paid off or clamoring for a settlement of some kind or another at a sacrifice to themselves. No, John was not bankrupt in that sense of the word. But he was bankrupt, nevertheless. He was bankrupt in sales ideas. He had a little money in the bank which he could use to a good advantage in improvements on his store and stock if he would, but he wouldn't. He had been doing business in the same old place for the last twenty-five years, and in all that time he had never read a trade paper, to say nothing of a monthly magazine. Neither did he advertise. At least, that was what he said. He even depended upon the town gossip for his knowledge of the most ordinary current events and local happenings—those of which he knew anything at all. In short he was about as poor a specimen of public spirited citizen as any man could possibly be and still live.

One summer day, out of a clear sky, when that member of the universe was particularly clear and when the sun was at its height, sweltering everybody in the little town where John lived, something happened, somebody opened a store across the street from John's place with a brand new stock of goods of the same lines which John carried.

Now, of course, if John had been up on local current events, he would have known that he was about to have a competitor, but as he wasn't, it was a complete surprise to him and it almost knocked him off his feet. It hit him so hard that he could not sleep all that first night after the news had percolated into his cranium. He had visions of himself starving to death and, in

fact, being eaten alive by the monster he conceived his competitor to be.

A month passed. John was in desperation. The customers who had bought their supplies from him for years decided to drop in on the new gent. They had had about enough of John's inadequate stocks and were now going to see what the new feller had.

John was not an old man. He was, comparatively speaking, still quite young, but as his was the only hardware store for miles around he was able to make sales enough to keep him going. He rendered no particular service to the community and was more or less of a parasite.

Now, however, things would be different. He would have to toe the mark or be towed under. What was he to do? Why could that infernal fool not have gone somewhere else to start his store? "Why, there wasn't business enough for one store, let alone two," was what he said.

Then one day something snapped inside of John's head and it was as if a thick veil had been drawn from his eyes. He realized for the first time in his life that the other fellow had as much right to open a store as he had. He also saw that if he was going to remain in the business of selling hardware he would have to do some tall scratching.

He looked around the store. He had a fairly good stock, but it was in no kind of shape or order. Then he looked at his bank account to see how much ready money he could rely on.

All the while the fellow across the street was taking his customers away from him.

John got busy. The first thing he did was to sit down and write a telegram to his salesman from whom he bought his goods to come at once. Needless to say that when the sales-

man received the message he fainted and was only revived with difficulty. When he arrived, John told him the predicament he was in and laid his plans before him.

Now the salesman knew that the town was large enough to support two stores the size of John's if conducted properly. So he went to work.

The first thing he did was to hire three men to put the stock in order and pull an inventory. He then held a sale and moved all the old stock that could be sold for what it would bring. Then he went into conference with John, which lasted all night, and during which John did all the listening.

In a month's time, John Paul Jones' store had been completely renovated, all old stock had been removed or disposed of. New show cases were installed, the windows were washed and neatly trimmed, while the stock was thoroughly up-to-date. Then John gave the natives another start by running an advertisement in the local bark.

In two years John Paul Jones had completely lost his lethargic attitude toward business and was now doing a thriving business. He was on the best of terms with his competitor across the street, who had also prospered. The community was getting some real service and to this it responded with alacrity.

The moral of this story is: Don't fear your competitor; he is human like you are. Always see that your store is rendering an honest-to-goodness service before you expect a reward. Don't be afraid to get out and work for business; it won't come to you unsolicited. Keep abreast of the times and read your trade paper.

### *At Least 80 Per Cent of National Hardware Merchants' Association Will Attend Convention.*

Secretary-Treasurer T. James Fernley states in a letter to AMERICAN ARTISAN that on September 30th more than eighty per cent of the members of the National Hardware Association had applied for

badges, signifying their intention of attending the joint convention of that organization and the American Hardware Manufacturers' Association.

A large number of applications for space in the Automobile Accessory Exhibition at the Shelburne Hotel has also been received. It promises to be a success.

## *Are You Using a Lighting System in Your Windows Which Draws Attention?*

*Light Should Come from the Top and Be Properly Reflected to the Goods on Display.*

THERE was a time not only in England and France, but in America as well, when shop keepers (retail merchants were designated as such in the early days) boarded up their store windows at closing time. Of course, in the early days of the republic it made little difference that the store windows were boarded up for the simple reason that going out after dark for a promenade along the shop section was a precarious business and a practice not indulged in, except as a necessity.

However, times have changed, and the retail merchant who does not make an attempt to arrange his window lighting systems to conform to the best scientific practice is overlooking valuable possibilities for sales.

It has been proved by actual observation that brightly lighted windows do attract attention.

During the day time any one will stop and look at an attractive window display. At night the bright lights attract attention due to the contrast of the surrounding darkness. The eyes naturally rove about seeking items of interest to rest upon. In the darkness of night many sights are shut out of view.

There is also one great factor in the human makeup which works to the advantage of the merchant with a well lighted store. In the evening when people come out onto the streets on their way to theaters or for walks along the avenues, they stroll along in a more leisurely fashion than when in the midday rush. Their minds are free from the cares and worries of the day's business and, therefore, more susceptible to any attention-getting methods em-

ployed by the wide-awake retail merchant.

The standard of window display is ever on the up grade. No longer does the merchant prepare a beautiful display for his windows only to have his handiwork destroyed by a lack of light after the sun goes down. Furthermore it presents a splendid opportunity to promote the welfare of the community. Well lighted streets and window displays present a far more desirable reception for the transient than dark streets and poorly lighted windows. Well lighted windows and streets present the appearance of prosperity to the visitor (now on the increase because of the increased facility for travel).

A window is in reality a stage setting and the lighting sources should be concealed from the view of the vision of the window shopper, in order not to give discomfort to or attract the eye from the display.

Careful consideration should be given to the proper location of the lights. These should be placed on the upper front portion of the window and the proper contour of reflector should be used, in order to direct the light onto the display. These reflectors should be designed to produce the proper diffusion of the light and to direct it so as not to be wasted on the ceiling or escape into the street. Then, too, all possibility of creating shadows should be avoided by using a number of smaller units of light in preference to one large unit.

It is well known that we see objects by the light that is reflected from them. The degree of intensity of the lighting will depend en-

tirely upon the goods displayed. It is well known that dark goods absorb more and reflect less light than do goods of a light color. The surrounding conditions must also be taken into consideration. The brighter the streets are illuminated the brighter will the window have to be in order to produce the desired contrast.

The chief application of color in a lighting system is to create a vivid and compelling picture.

The possibilities of color combinations are practically limitless. For instance, if it were desired to create a setting for the proper display of some red object, a red light would be directed upon the object, while the entire window is diffused in a soft amber light. This does not limit the display to one object at a time because where the individual colors are directed upon the single objects the background or general light can be made suitable to three or four different colors.

On the other hand, if it were desired to display a number of units of the same item in the same window, a soft diffusion of the color of the item would be used as a background then in the center a bright white light would be thrown on a central white object.

In conclusion, the application of window lighting is not as complex as it would seem. Put in the proper kind of lighting installation and use the color combination idea for effect whenever possible.

### *U. S. Hardware Product Liked in Latin America.*

That the Latin-American countries offer a potentially better market for American hardware is evidenced by reports received by the Latin-American division of the Department of Commerce from its representatives at Argentina, Chile, Colombia, Cuba and Mexico.

Trade Commissioner George S. Brady, at Buenos Aires, writes that Argentina is large enough to warrant the attention of American exporters and that all hardware lines are moving regularly as a result of



increasing demands for house construction. American products are favorably received, and most of the cheaper material on hand is from Europe.

Nearly all Chilean hardware is imported, reports Commercial Attache Ralph H. Ackerman at Santiago. About one-third of the builders' hardware comes from the United States, with a smaller proportion of cutlery imports from us. In most cases much larger quantities are supplied by Germany, her share of locks and cutlery, for example, more than doubling that of the United States. The Chilean market is a low priced one, due to the relatively small population and its poor purchasing power. Dealing through domestic firms with national distribution is recommended because of the limited market.

The fact that the principal markets of Colombia are in the interior, making transportation costs an important item in ultimate costs, should be considered in reviewing the possibilities of the Colombian market, reports Trade Commissioner Carlton Jackson at Bogota. However, American hardware enjoys a good reputation in this country, where practically all hardware is imported and is favored for its excellent quality. Colombia is entering into a period of communication expansion, which should have a tendency to improve greatly the possibilities here.

Excepting a few low priced articles, American hardware has a distinct advantage over that of any competing country in Cuba, states Trade Commissioner C. A. Levengood, at Havana. About all hardware is imported here, local production being restricted to some of the smaller articles. Handling sales through local houses having country-wide distributing facilities is considered sufficient for this market, says Mr. Levengood.

The present is a reasonable time for our manufacturers to enter the Mexican hardware market, writes Warren Ullrich, office of the trade commissioner at Mexico City. American products are found mostly in

sections of close proximity to the United States, with other sections dividing European manufactures. American sales are increasing from systematic advertising and marketing methods, and higher priced products are becoming the standard quality and service. Market is of sufficient importance to justify local representatives, though Mexican hardware houses with national distribution are able to handle possibilities.

### Coming Conventions

National Hardware Association Convention, Atlantic City, New Jersey, October 13, 14, 15, 16, 17, 1924. Hotel Headquarters, Marlborough-Blenheim. T. J. Fernley, Secretary-Treasurer, 505 Arch Street, Philadelphia.

American Hardware Manufacturers Association Convention, Atlantic City, New Jersey, October 14, 15, 16, 17, 1924. Hotel Headquarters, Marlborough-Blenheim. F. D. Mitchell, Secretary-Treasurer, 1819 Broadway, New York City.

Mid-Year Meeting of the National Warm Air Heating and Ventilating Association and Dedication of the Warm Air Heating Research Residence, Urbana, Illinois, December 2, 1924. Allen W. Williams, Secretary, Columbus, Ohio.

Western Retail Implement and Hardware Association Convention, Kansas City, Missouri, January 13, 14, 15, 1925. H. J. Hodge, Secretary, Abilene, Kansas.

Kentucky Hardware and Implement Association Convention, Jefferson County Armory, Louisville, week of January 18, 1925. J. M. Stone, Secretary-Treasurer, 200 Republic Building, Louisville.

Texas Hardware and Implement Association Convention, Dallas, Texas, January 20, 21, 22, 1925. Dan Scoates, Secretary-Treasurer, College Station.

Kentucky Hardware and Implement Association, Convention, Jefferson County Armory, Louisville, January 20 to 23, 1925. J. M. Stone, Secretary-Treasurer, 200 Republic Building, Louisville.

West Virginia Hardware Association, Convention and Exhibition, Clarksburg, January 20 to 23, 1925. James B. Carson, Secretary, 1001 Schwind Building, Dayton, Ohio.

Missouri Retail Hardware Association, Convention and Exhibit, Hotel Statler, St. Louis, January 26 to 28, 1925. F. X. Becherer, Secretary, 5106 North Broadway, St. Louis.

Indiana Retail Hardware Association, Convention and Exhibit, Cadle Tabernacle, Indianapolis, January 27 to 30, 1925. G. F. Sheely, Secretary, 911 Meyer-Kiser Building, Indianapolis.

Mountain States Retail Hardware Association, Convention, Denver, Colorado, January 27 to 30, 1925. W. W. McAllister, Secretary, P. O. Box 513, Boulder, Colorado.

Indiana Sheet Metal Contractors' Association, Convention, Lafayette, February (dates not decided). Leslie W. Beach, 1136 Main Street, Richmond.

Oklahoma Hardware and Implement Association Convention, Masonic Temple, Oklahoma City, February 3, 4, 5, 1925. Charles L. Unger, Secretary-Treasurer, Oklahoma City.

Nebraska Retail Hardware Association Convention and Exhibition, Omaha, February 3, 4, 5, 6, 1925. Convention headquarters, Rome Hotel. Exhibition, City Auditorium. George H. Dietz, Secretary, 414-419 Little Building, Lincoln.

Wisconsin Retail Hardware Association Convention and Exhibition, Auditorium, Milwaukee, February 4, 5, 6, 1925. P. J. Jacobs, Secretary-Treasurer, Stevens Point.

Ohio Hardware Association, Convention and Exhibition, Columbus, February 10 to 13, 1925. James B. Carson, Secretary, 1001 Schwind Building, Dayton, Ohio.

New York State Retail Hardware Association Convention and Exposition, Buffalo, February 10, 11, 12, 13, 1925. Headquarters, Hotel Statler. Exposition at the Broadway Auditorium. John B. Foley, Secretary, City Bank Building, Syracuse.

Iowa Retail Hardware Association, Convention, Savery Hotel; Exhibit, Armory, Des Moines, February 10 to 13, 1925. A. R. Sale, Secretary, Hardware Building, Mason City, Iowa.

North Dakota Retail Hardware Association Convention (place not yet selected), February 11, 12, 13, 1925. C. N. Barnes, Secretary, Grand Forks.

Montana Implement and Hardware Association Convention, Helena, February 13, 14, 1925. A. C. Talmage, Secretary-Treasurer, Bozeman.

Pennsylvania and Atlantic Seaboard Hardware Association Convention and Exhibition, February 16 to 20, 1925, at Philadelphia Commercial Museum. Sharon E. Jones, Secretary, 604 Wesley Building, Philadelphia.

Minnesota Retail Hardware Association Convention, St. Paul Auditorium, St. Paul, February 17, 18, 19, 20, 1925. C. H. Casey, Secretary, Nicollet Avenue and Twenty-fourth Street, Minneapolis.

New England Hardware Dealers' Association Convention and Exhibition, Mechanics' Building, Boston, Massachusetts, February 23, 24, 25, 1925. George A. Fiel, Secretary, 10 High Street, Boston.

South Dakota Retail Hardware Association, Exhibit, Coliseum, Sioux Falls, February 24 to 27, 1925. C. H. Casey, Secretary, Nicollet Avenue and 24th Street, Minneapolis, Minnesota.

### Retail Hardware Doings

#### Colorado.

A deal has been closed whereby B. E. Carothers, formerly of Byers, Colorado, purchased from C. E. Kinney, trustee, the Stukey-Allen hardware store in Steamboat Springs.

#### Massachusetts.

The W. E. Aubuchon Company, one of the largest retail hardware firms in Fitchburg, have opened a branch at 124 Parker Street, Gardner. Frank Messier will be the manager and part owner of the new store.

#### Nebraska.

George E. Hanson has purchased the N. P. Heydon implement business at Newcastle.

Mr. Robbins of Gilead has opened a hardware business in the store building in the Farmers and Merchants Block.



## *Fall Stove Sales Should Be Greatest Because Sales Resistance Is at Its Lowest.*

*Stoves Should Be Aggressively Advertised  
Now If at All to Effect Rapid Turnovers.*

THE American army around-the-world aviators made a triumphant entry into Chicago from the south and swooped down into the arms of the waiting thousands. They were welcomed with greater warmth and acclaim than even Horatius after holding the invading hordes at bay while his comrades cut down the bridge over the Tiber.

These Magellans of the air, as they are called, were received, entertained and sent rejoicing upon their way. And now that our welcome has been proved to be true and sincere we must hasten out of the crowd and back to selling stoves. For, although the whirl of American aeroplane propellers has now been heard around the world, the whirl of American business has never been more pleasant to the ear.

The most important feature of any selling campaign, as all business men learn sooner or later, is to buy judiciously and effect turnovers as rapidly as possible. This is equally true when selling stoves.

Of course, wise business men realize that stoves are more easily sold in the fall than at any other time of the year. This fact does not deter the up-and-at-'em kind from making preparations for a most extensive campaign of selling during the other seasons. We do not mean by this that no stoves are ever sold during any other season than fall, far from it. But we do mean that the fall is the season when the greatest demand comes. Because it stirs a lot of people up to the fact that winter is approaching and they will need a stove to keep them warm. At this season of the year, then, if ever, should the biggest selling campaign be put on, for the simple reason that sales resistance is at its lowest ebb at this time.

As said, heretofore, the most important part of business is buying stocks judiciously. True. But

next in importance with perhaps just a shade of difference is the desire to keep the customer satisfied. A satisfied customer comes back for repeat orders. Repeat orders reduce the cost of selling in the same way and in the same ratio as the long haul does over the short haul with the railroad. It costs less to

haul a train of loaded cars from Minneapolis to Chicago than it does to make up a train by stopping and picking up a car or a portion of a carload at every stop.

The same is true with the repeat customer. He is sold on the first purchase and practically all future purchases made by that customer are done at the minimum cost to the merchant.

The way to get repeat sales is to strive to give satisfaction and quality.

The cut price artist only cuts his own throat or hangs himself.

## *Regent Stove Company, Detroit, Michigan, Prepares to Renew Factory After Disastrous Fire.*

*President Thomas H. Conway Expresses His Heartfelt Gratitude  
to Those Who Generously Offered Help in the Hour of Trial.*

THE following letter received as we go to press from Thomas H. Conway, President of the Regent Stove Company, Detroit, Michigan, is an expression of gratitude for the generous offers of help received from customers and competitors alike during the recent misfortune experienced by the company when a disastrous conflagration destroyed the 2-story mill constructed building recently used as an assembling plant and warehouse.

TO AMERICAN ARTISAN:

Your favor of the 26th at hand, and wish to thank you for the kind words contained in same.

Our fire was surely a very heavy loss to us at this season of the year. The building destroyed was a 2-story mill-constructed building, built to carry a heavy load; was 60 x 360 feet. We did all our assembling on the lower floor of this building, for gas ranges and gas hot plates. The upper floor was used for a warehouse, with elevators, 10 x 20, for taking the stoves from the warehouse to the shipping department.

This building was across the street from our foundry, cleaning room, core room, nickel-plating and polishing room, which we were very

thankful for that it was, because it was not destroyed, and in that way it allowed us to produce stoves in a smaller way than before, but we made every effort to get this plant in order, and we might say that we got burned down on Wednesday night, and made 200 stoves the following Monday. All new machinery had to be bought and installed, so we feel very proud of our records in making the come-back that we did.

I wish to say further that we want to thank you and many others through your worthy magazine, for the kind and generous offers of help that we have received from our fellow competitors. They were surely generous in their offers of help, particularly our Detroit friends.

We received many letters from our dealers throughout the country, expressing their sympathy and stating that they were with us, and if we could not furnish them with merchandise, that they would be glad to do business with us later.

I just mentioned the above because in the face of the heavy loss, it is very gratifying and soothing to know that we had some friends in our trials and troubles.

I wish to thank you again for your kind words and you might say to the trade at large, that we will be on the job, bigger, better, and more up to date in a little while than ever before.

Yours very truly,  
THE REGENT STOVE COMPANY,  
Thomas H. Conway, President.

### *Featuring Small Oil Stove for Cold Mornings.*

Every advertisement has a definite purpose. That purpose should be clearly defined in the copy writer's mind before he starts to write the copy. Then the copy should be placed in mediums which are read by the people it is hoped to reach.

The copy should have a message to bring to its readers.

border detracts attention from the ad.

The illustration in the ad is very good.

### *Proportioning Productive Profits Equitably.*

This is a careless expression, and sometimes used to describe a process by which a part of profits goes to men who have no risk of loss in a business.

Profits and wages are two different things and should not be confused.

Wages are not paid out of profits. They are paid out of production.

If wages were paid out of profits, then when a business made no profits it could pay no wages. But wages are paid out of production.

are paid with borrowed money, the borrowed money has to be repaid with interest, even if the product of the man's work is sold at a loss.

Every business must make at least enough profit to induce the management to keep on running the business. If profits go below that point, then the management quits, the business stops and the employees are out of their jobs.

The wise business man sets aside part of the profits of good years for a surplus to carry him through years when he does business at a loss.

The only sound business policy is to provide out of profits a reasonable surplus to guard against possible future-day losses.

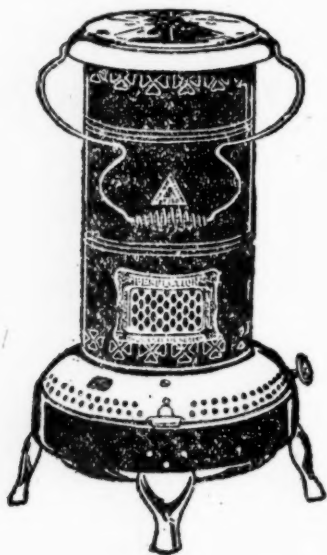
### *Sales, Not Laughs Is the Mission of Your Advertising.*

You'll admit that you advertise to produce orders and not laughs. Of course, if you can produce a laugh while you are producing orders, so much the better, but your advertisements must produce orders first, last and always.

Therefore, to insure against having your advertisements produce laughs but no orders, pay strict attention to the wording and phraseology of the ad. When the ad has been set up, demand proofs of it before it runs in the paper.

Remember, that an advertisement has a dignity to uphold which it cannot do with misspelled words, misplaced commas, poor use of words and ill-chosen illustrations; neither can it make a satisfactory bid for business unless it can command respect. Ludicrous ads are not conducive to serious thought, and most buying does demand serious thought. Be sure that the ad turns the customer's thought into channels that will produce business for you. Keith has a monopoly on the vaudeville business so why try to compete with him?

The man who can make your advertising profitable is the salesman who meets the customers which the advertisement brings to your store.



YOU NEED ONE OF  
OUR

# Oil Heaters

## C. B. Vawter

Hardware and Stoves

Stove Advertisement Appearing in Franklin, Indiana, Star.

In the accompanying advertisement of C. B. Vawters, appearing in the *Franklin, Indiana, Star*, there is a message, but the space could have been used to a greater advantage had more of the story been told.

White space attracts attention, but it must be used with discretion.

Heavy borders are useful where the advertisement is compelled to compete with other similar ads. But where this is not the case the heavy

In fact, wages are very frequently paid out of money borrowed to carry on business between the date of buying raw material and the date when the manufactured product is sold and payment for it collected.

When money is borrowed to pay wages, nobody can imagine that wages come out of profits. The product of a man's work may cost so much that it cannot be sold except at a loss. But his wages are paid just the same. And if his wages

# Your Advertisement Should Be Made a Plate Glass of Sincerity Through Which Is Seen Your Goods.

*Don't Let Your Ads Waste Energy Stirring Ashes of Complacency, Let Them Dig Into the Hot Coals of Desire.*

THE special sale when used in a legitimate way certainly has advantages in securing a rapid stock turn. Due care must be exercised, however, to see that the customer is not misled to believe that bargains are to be had when in reality none exist. A practice such as that can never create good will and will not only drive customers from the store,

A logical reason for a cut in price goes a long way toward convincing the buyer of the authenticity of the discount. The reason given in the advertisement shown is good.

A great improvement could have been effected had the illustrations in the advertisement been given a more definite form. They could have very easily been arranged so as to carry

the corner drug store. These members of an everchanging, complex system have wedged their way into the selling game so far as to make the name "drug store" almost a misnomer. They sell almost everything else but drugs. And they have already made serious inroads on the legitimate business of the hardware store.

The fact that they remain open longer hours than do the hardware









## Saturday Is The Last Day OF OUR GREAT Clean-Up Sale

We start inventory Monday and this big sale will positively close at 6 P. M. Saturday—

# 25%

**DISCOUNT ON**

House Furnishings  
Electrical Appliances  
Sporting Goods  
Radio Accessories

# 20%

**OFF**

Builders' Hardware  
Agricultural Implements  
Garden and Lawn Tools  
Hardware and Tools

**10% Discount On Radio Sets**

These discounts cover practically everything in the store!  
**ONLY A FEW EXCEPTIONS**

## American Hardware Stores

INCORPORATED  
Fairfield Ave. at Middle St.  
"All That Is Hardware and More"

but will also make them discount all future advertisements run by the store.

The accompanying advertisement taken from the *Bridgeport, Connecticut, Times*, was run by the American Hardware Stores.

This advertisement is a typical action-producing piece of copy. It is one method of moving stock off the shelves. The necessity of immediate action is clearly in evidence.

a price and also a name. This would have made them stand out more than they now do and thus they would have attracted much more attention. To attract attention is the object of every advertisement, and it should be given every opportunity to do so.

\* \* \*

One of the stumbling blocks in retail selling today is the unlooked for competition encountered from

## School Tablet and Pencil

This is the week to buy tablets and pencils for the School Children. We have a fine assortment to select from.

Full line of hardware and general merchandise.

Baling wire.

Two 100-gal. hog fountains.

One Massey-Harris 12 disc wheat drille.

Nisco Manure Spreaders.

Dowagiac drill repairs.

## Floyd C. Ryle Hardware Co.

Phone 1257. 116 S. Broadway

stores only adds to the seriousness of the situation.

Some hardware men, however, have refused to be downed and have worked a little of the drug store's policy themselves.

The accompanying advertisement, taken from the *Greensburg, Indiana, News*, shows how Floyd C. Ryle Hardware Company has taken on a line of school equipment in defiance of the corner drug store.

We are inclined to believe, however, that too many articles have been offered in the ad shown.



# Four Factors—Steel, Automobiles, Building and Railroad— Are at Work Improving Business.

*Influence of Agricultural Prosperity Also a  
Factor—Non-Ferrous Metal Buying Dull.*

**D**OUBT hovered over the business situation late in 1921. It was necessary to take careful sight of industry to tell whether or not it was actually moving. But it was, and upward.

The situation is somewhat similar this year. There is a good deal of hesitation and caution, partly the result of price wavering and possibly election uncertainty. Improvement therefore is sluggish. Yet it is discernible and clearly due to causes which lie much deeper than mere influences of the season.

Three years ago business was lifted out of the slough of despond by the impetus from four great industries, steel, automobiles, building and railroad equipment. These same forces are again at work; but added to them is the great additional influence of agricultural prosperity.

## **Copper.**

Copper prices held fairly steady lately until this week.

Small sales of Electrolytic now are being made at a shade under 13.00 cents, delivered Connecticut, but the bulk of the business reported was done at the 13-cent level, this price applying to prompt through to the end of the year. Both domestic and foreign interest was slight.

## **Tin.**

Tin prices have recovered substantially on the appearance of renewed buying interest. September 29 was a religious holiday and accentuated the previous dullness, but tin moved up to 48.00 cents, which was about 2½ cents higher than the quotation one week previous.

Consumers have been discouraged by the vagaries of the market and are buying what they must have when they must have it, as speculative tactics have been moving

prices with erratic disregard of economic conditions.

## **Lead.**

Lead prices have sagged gradually to 7.80 cents, East St. Louis, for prompt and October shipments, in the absence of any active buying interest.

It is believed some October requirements remain to be closed, while practically nothing has been done for November and December, outside the average price contracts.

## **Zinc.**

Zinc prices have continued to move within a narrow range, between 6.10 cents and 6.25 cents, New York.

Some good business was done with domestic galvanizers in the past week, including one purchase of about 1,000 tons by a Chicago consumer, for fourth quarter shipments.

## **Solder.**

Chicago warehouse prices on solder are as follows: Warranted, 50-50, \$30.75; Commercial, 45-55, \$30.00, and Plumbers', \$28.75, all per 100 pounds.

## **Tin Plate.**

The tin plate market seems to be taking care of itself in the matter of price, being on the regular \$5.50 basis.

Recently Chicago territory was taken out of the general price structure, being given a basis of its own, Elwood or Gary, with freight added from mill.

Otherwise the general territory is on the basis of \$5.50 f. o. b. Pittsburgh district mill.

## **Sheets.**

The leading independent maker of sheets in the Chicago district now is quoting 4.75 cents, delivered Chicago, on galvanized, 3.65 cents on

black and 2.85 cents on blue annealed.

The Chicago office of a valley sheet maker claims it has sold a few small lots on the old basis of 2.70 cents, Pittsburgh, for blue annealed, 3.50 cents, Pittsburgh, for black and 4.60 cents, Pittsburgh, for galvanized, plus the freight.

## **Old Metals.**

Wholesale quotations in the Chicago district, which should be considered as nominal, are as follows: Old steel axles, \$19.00 to \$19.50; old iron axles, \$25.00 to \$26.00; steel springs, \$20.50 to \$21.00; No. 1 wrought iron, \$15.00 to \$15.50; No. 1 cast, \$16.50 to \$17.00, all per net tons. Prices for non-ferrous metals are quoted as follows, per pound: Light copper, 8 cents; light brass, 5 cents; lead, 6 cents; zinc, 3¼ cents, and cast aluminum, 15 cents.

## **Wire and Nails.**

Elimination of the "Pittsburgh Plus" practice is said to be responsible for the prompt reduction of 40 cents per keg on nails, and 40 cents decline per 100 pounds of wire in the Chicago hardware market.

## **Pig Iron In Fair Volume of Small Lots Transacted This Week**

The pig iron market report of Rogers, Brown & Company is as follows:

"A fair volume of pig iron business was transacted the past week, principally in small lots. Inquiry, likewise, was fair, but there was more interest manifested in first quarter delivery than was the case last week. In some instances the inquiries included some tonnage for fourth quarter delivery.

"Reports indicate consumption is ahead of production and, as a result, furnace stocks are decreasing.